



KSHB-TV

# ORDER

Print Date 10/29/12 Page 1 of 3

Flight Dates **10/31/12-11/05/12**

Contract / Revision      **316265 /**  
Original Date / Revision  
                                  10/29/12    10/29/12  
Advertiser **McNary / Republican / Treas**  
Agency    **Thompson Communications**  
Buying Contact  
  
**200 W Jefferson**  
**P O Box 317**  
**Marshfield, MO 65706**

Product  
**Kansas City 10/30-11/5**  
  
Agency Com    15%  
Billing Contact  
  
**200 W Jefferson**  
**P O Box 317**  
**Marshfield, MO 65706**  
  
Sales Office    KSHBN  
Sales Region   NAT  
Agency Ref

Order Sep            00:20:00  
  
Estimate #          **Friends to Elect Cole McNary**  
Alt Order #  
  
Billing Type        Cash  
Order Type        GENERAL  
Billing Cycle       EOM/EOC  
Billing Calendar   BROADCAST  
  
Demographic      A25-54  
  
Rev Codes          POL            POL            CAND  
  
Product Codes    PL  
Priority              P-2  
Advertiser Ref

Primary Account Executive  
 Mike Wang

Account Executive	Order%	Start Date	End Date
Mike Wang	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	35	\$17,263.50	\$20,310.00	0.00	10/29/12	11/05/12	35	\$17,263.50	\$20,310.00
<b>Totals</b>	<b>35</b>	<b>\$17,263.50</b>	<b>\$20,310.00</b>	<b>0.00</b>					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KSHB	10/31/12	11/05/12	NBC Action News at 5a NBC Action News at 5a	CM	5-6a	M-WTF--	:30	0	\$150.00	P-2	0.00 NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--WTF--		3				\$150.00		0.00		
Week:		11/05/12	11/11/12	M-----		1				\$150.00		0.00		
E 2	KSHB	10/31/12	11/05/12	Today Show Today Show	CM	7-9a	M--T---	:30	1	\$750.00	FX	0.00 NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	---T---		1				\$750.00		0.00		
Week:		11/05/12	11/11/12	M-----		1				\$750.00		0.00		
E 3	KSHB	10/31/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M-WTF--	:30	1	\$40.00	P-3	0.00 NM	4	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		



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Contract / Revision **316265** Flight Dates **10/31/12-11/05/12**

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:20:00

Advertiser **McNary / Republican / Trea** Product **Kansas City 10/30-11/5**

Estimate # **Friends to Elect Cole McNary**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 3	KSHB	10/31/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M-WTF--	:30	1	\$40.00	P-3	0.00	NM	4	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--					3	\$40.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$40.00		0.00			
E 4	KSHB	10/31/12	11/05/12	M-F 430-5p Action News @ 430PM	CM	430-5p	M-WTF--	:30	0	\$350.00	P-2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--					3	\$350.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$350.00		0.00			
E 5	KSHB	10/31/12	11/05/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	--WTF--	:30	0	\$600.00	P-1	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--					3	\$600.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$600.00		0.00			
E 6	KSHB	10/31/12	11/05/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	M-----	:30	0	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----					0	\$900.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$900.00		0.00			
E 7	KSHB	10/31/12	11/05/12	Nightly News Nightly News	CM	530-6p	--W-F--	:30	0	\$1,800.00	P-1	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W-F--					2	\$1,800.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$1,800.00		0.00			
E 8	KSHB	10/31/12	11/05/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	--WTF--	:30	0	\$800.00	P-1	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--					3	\$800.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$800.00		0.00			
E 9	KSHB	10/31/12	11/05/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	M-WTF--	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----					0	\$1,200.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$1,200.00		0.00			
E 10	KSHB	10/31/12	11/05/12	M-F Late News M-F Late News	CM	10-1035p	M-T---	:30	1	\$1,300.00	P-1	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---					1	\$1,300.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$1,300.00		0.00			
E 11	KSHB	10/31/12	11/05/12	Sa Today Show Sa Today Show	CM	6-8a	-----S-	:30	1	\$225.00	P-1	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$225.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$225.00		0.00			
E 12	KSHB	10/31/12	11/05/12	Sa 8-10a Sa 8-10am	CM	8a-10a	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$250.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$225.00		0.00			
E 13	KSHB	10/31/12	11/05/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00



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Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:20:00

Advertiser **McNary / Republican / Trea** Product **Kansas City 10/30-11/5**

Estimate # **Friends to Elect Cole McNary**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 13	KSHB	10/31/12	11/05/12	NBC Action News at 5p Sa NBC Action News at 5p Sa	CM	5-530p	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$400.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$400.00		0.00			
E 14	KSHB	10/31/12	11/05/12	NBC Action News at 6p Sa Sa 6-630p	CM	6-630p	-----S-	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$450.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$450.00		0.00			
E 15	KSHB	10/31/12	11/05/12	Sa Late News Late News Sa	CM	10-1030p	-----S-	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$1,100.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$450.00		0.00			
E 16	KSHB	10/31/12	11/05/12	Su Today Show Su Today Show	CM	7-8a	-----S	:30	1	\$275.00	P-1	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					1	\$275.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$275.00		0.00			
E 17	KSHB	10/31/12	11/05/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----S	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					1	\$250.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$275.00		0.00			
E 18	KSHB	10/31/12	11/05/12	NBC Action News at 5p Su NBC Action News at 5p Su	CM	5-530p	-----S	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					1	\$400.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$400.00		0.00			
E 19	KSHB	10/31/12	11/05/12	Su Late News Late News Su	CM	Late News Su	-----S	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					1	\$800.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$800.00		0.00			
													Totals	35	\$20,310.00